GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4421
ANSWERED ON:26.08.2004
ENTERTAINMENT POLICY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to formulate Entertainment Policy to facilitate entertainment sector;

(b) if so, the details thereof;

(c) whether the Government propose to take steps emphasizing improvement in the level of programmes telecast/broadcast on Doordarshan and AIR; and

(d) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION & BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) & b): Government have taken several initiatives to bring about changes in the entertainment sector in the interest of the overall development of this sector.

Institutional and bank finance are now increasingly available to the entertainment industry.

100% Foreign Direct Investment is permissible in the film sector.

Government has led participation in global markets with a view to enhance visibility of film industry.

Film weeks and festivals are held on reciprocal basis with various countries.

Audiovisual co production agreements with other countries are being explored to expand avenues of finances and markets for the Indian film industry.

The Committee for Development of the Entertainment Sector set up to suggest a policy framework for the film industry has recommended reduction of entertainment tax; steps to counter piracy in the film sector, measures to facilitate foreign film shooting in India etc.

A Venture Capital Committee has been setup to suggest a strategy to facilitate the flow of venture capital into the sector.

(c)&(d) : Prasar Bharati has informed that in order to fulfill the mandate of the Public Service Broadcaster to inform, educate and entertain the public, it has been constantly pursuing excellence both in terms of content and quality. Several steps have been taken to improve the quality of both AIR and Doordarshan`s programmes:

A Creative Advisory Committee (CAC) comprising experts from various fields of Arts, Culture and Journalism etc. has been constituted to review the creative content of all Doordarshan channels.

Doordarshan constantly reviews the quality of serials/ programmes telecast on its various channels and makes efforts to further improve the contents and technical quality/transmission.

The guidelines for commissioned and sponsored programmes have been revised.

The studios and equipment are being modernized to improve technical quality of programmes.

AIR has, inter alia, introduced phone-in-programme, radio-on demand service, news-on-phone service, Internet broadcasting, expansion of FM transmission network, etc. to provide superior quality broadcasting.

Joint Programme Advisory Committees (PACs) in major Doordarshan Kendras and AIR stations have been constituted, consisting of eminent personalities from different disciplines/interest groups, to review the programmes telecast/broadcast and to suggest improvement in the planning and presentation of the future programmes.